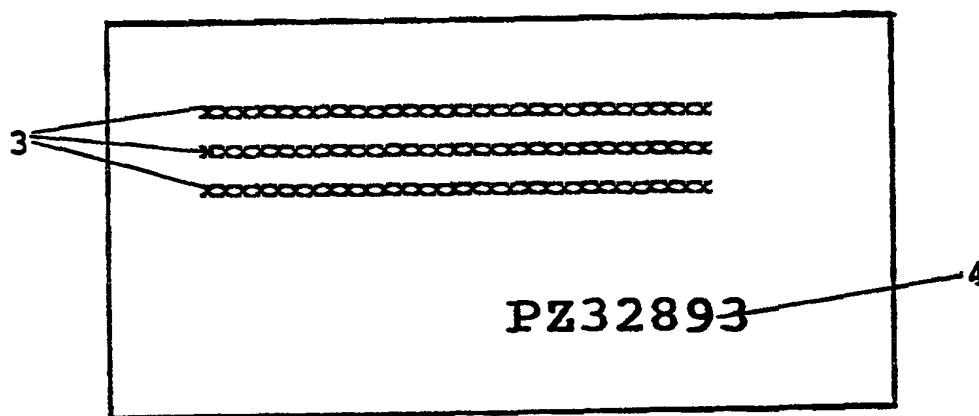




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(21) International Application Number: PCT/NL99/00252 (22) International Filing Date: 28 April 1999 (28.04.99) (30) Priority Data: 1009032 29 April 1998 (29.04.98) NL (71) Applicant (for all designated States except US): ADD-ON INTERNATIONAL B.V. [NL/NL]; Industrieweg 28, NL-4131 NK Vianen (NL). (72) Inventor; and (75) Inventor/Applicant (for US only): ROS, Raymond, Edmund [NL/NL]; Biltseweg 31, NL-3735 MB Bosch en Duin (NL). (74) Agents: LOUËT, Feisser, Arnold et al.; Arnold & Siedsma, Sweelinckplein 1, NL-2517 GK The Hague (NL).		(81) Designated States: AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, US, UZ, VN, YU, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG). Published <i>With international search report.</i> <i>In English translation (filed in Dutch).</i>

(54) Title: AN INFORMATION CARRIER PROVIDED WITH A DISTINGUISHING MARK

**(57) Abstract**

An information carrier, such as a lottery ticket (1), provided with a distinguishing mark (4) by means of which it distinguishes itself from other similar information carriers. The information carrier is provided with a rebondable adhesive (2) so as to enable repeated detachable affixation of the information carrier to different objects. The mark (4) may be invisibly provided on the information carrier, in such a manner that the mark (4) can be made visible.

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5 AN INFORMATION CARRIER PROVIDED WITH A DISTINGUISHING
MARK

The invention relates to an information carrier provided
with a distinguishing mark by means of which it
10 distinguishes itself from other similar information
carriers. Such information carriers are for example
tickets which are distributed among the public in
connection with a lottery. Such a lottery ticket
generally consists of a sheet of paper, on which, besides
15 other texts and illustrations, a mark is provided by
means of which the ticket distinguishes itself from the
other tickets. This mark is for example a unique code,
such as a number, a combination of letters or a
combination of letters and figures. It may also be a
20 combination of illustrations, as for example used with a
fruit machine (gambling machine).

The term distinguishing mark is meant to include every
aspect of the information carrier by means of which said
25 information carrier can distinguish itself and which
makes it unique in comparison with other related
information carriers.

An information carrier of the above kind can be
30 distributed among the public, after which the persons who
are in possession of such an information carrier can
verify whether the distinguishing mark which is present
on the information carrier meets particular requirements.
In the case that the information carrier is a lottery
35 ticket, it can be verified whether a prize has been won
in the lottery in question. The information carrier may
also have a different value, depending on the

distinguishing mark, such as a right to purchase a product at a particular discount.

The object of the distribution of such an information carrier may be to draw attention to certain matters. The fact is that it has become apparent in practice that a person who is in possession of an object having an uncertain value exhibits a tendency to investigate the value of said object. It is for that reason why an information carrier, which carries a possibility of having a great value, may induce persons to perform certain actions, for example to buy particular products if such a product can provide an answer to the question whether or not the information carrier has a particular value.

Information carriers of the above kind often have limited dimensions and generally they must be kept for a shorter or longer period of time. Especially if it is the intention to draw the attention of the person who is in possession of the information carrier to certain matters, it is important that such an information carrier is kept in a visible place. It may thereby be aimed at to use a place which is also visible for other people, which increases the publicity value of the information carrier.

The object of the invention is to provide an information carrier provided with a distinguishing mark, for example a lottery ticket, which have limited dimensions and which can nevertheless be readily kept at a conspicuous place.

In order to accomplish that objective, the information carrier is provided with a rebondable adhesive so as to enable repeated detachable affixation of the information carrier to different objects. Rebondable adhesive, also called pressure sensitive adhesive, is known per se, it is for example described in more detail in EP-A-0 276 557. By providing lottery tickets with such a rebondable

adhesive, it is for example possible to form a package of such lottery tickets without using additional means, which makes it possible to remove tickets one by one from the package upon distribution thereof. Moreover, such a
5 lottery ticket can be kept at a conspicuous place by affixing the ticket to a desired object in a desired place by means of the rebondable adhesive. Especially in those cases where such a ticket must be kept because it can only be ascertained at a much later point in time
10 whether a prize has been won in the lottery in question, this manner of affixing a ticket is the ideal way to ensure that the ticket is not lost and to be reminded that it must be ascertained at a particular point in time whether a prize has been won. Such a ticket may also be
15 affixed in a diary, for example to the page of the date in question.

The information carrier is preferably provided with a mark in the form of a unique code, for example a
20 combination of figures, letters and/or other signs.

In one preferred embodiment, the information carrier is provided with an invisible mark. In practice this appears to draw more attention to the information carrier,
25 because it involves additional suspense. The invisible code may for example be so designed that the mark can be read with special apparatus. It is possible thereby to use a magnetic information carrier.

30 In one preferred embodiment the invisible mark can be made visible, for example in that the mark is covered by a nontransparent, removable layer of material. Such a technique is known with the so-called "scratch-off tickets", which are lottery tickets whose distinguishing
35 mark can be made visible by scratching off the removable layer of material. The advantage is thereby that it may be known in advance which distinguishing mark gives the information carrier a particular value. In that case the

owner of such an information carrier can directly ascertain the value thereof, whilst at the same time the information carrier is so damaged that it can no longer be used as a lottery ticket.

5

In another preferred embodiment the mark has been made by using a substance which is invisible at room temperature and which can be made visible by means of a temperature change, or by using an invisible substance which can be made visible by bringing it into contact with a particular other substance. The owner of the information carrier can thereby be induced to perform certain actions, so that it is ensured that the information carrier is given due attention.

15

The invention furthermore relates to a method for distributing an information carrier, wherein the information carrier is detachably affixed to an object to be distributed, wherein the information carrier is provided with a distinguishing mark, by means of which it distinguishes itself from other similar information carriers, and wherein the information carrier is affixed to said object by means of a rebondable adhesive, wherein said adhesive allows repeated detachable affixation of the information carrier to other objects.

In one preferred embodiment the information carrier is detachably affixed to a brochure, a paper, a magazine or other publication, wherein the information carrier is provided at a moment during the production of the publication at which said publications, or part thereof, are being moved one after the other in a row.

The invention furthermore relates to an object, in particular a brochure, a paper, a magazine or other publication, provided with an information carrier comprising a distinguishing mark by means of which it distinguishes itself from other similar information

carriers, wherein the information carrier is detachably affixed to said object or in said object by means of a rebondable adhesive.

5 In order to explain the invention more fully, an embodiment of an information carrier will now be described in more detail with reference to the drawing.

Figure 1 shows the back of an information carrier;
10 Figure 2 is a front view of a first embodiment; and
Figure 3 is a front view of a second embodiment.

Two information carriers in the form of a lottery ticket will now be described as embodiments of the invention.
15 Figure 1 shows the back of a lottery ticket in the form of a rectangular sheet of paper, which is provided along one of its sides with a strip of rebondable adhesive 2. This strip 2 is hatched in the figure. The back of the lottery ticket may be blank, as is shown in Figure 1, but
20 it is also possible to print a commercial text on said back.

Figure 2 shows the front side of a lottery ticket, which front side is provided with a text 3, for example
25 consisting of information about the manner in which it can be verified whether the lottery ticket is a winning ticket. According to Figure 2, the front side of the lottery ticket is furthermore provided with a unique code 4 consisting of two letters and five figures, which code
30 is different from similar codes on other tickets forming part of the same lottery.

Figure 3 shows the front side of another embodiment of a lottery ticket, which carries an invisible, unique code.
35 Said code is present under a nontransparent layer of material 5 (double hatched in the figure) which can be scratched off by means of a sharp object. Such a ticket is also called a scratch-off ticket. An advantage of such

a ticket is that it can be known in advance which unique code means a winning ticket.

The lottery ticket can be temporarily affixed in
5 practically any place by means of the strip of rebondable
adhesive 2 which is present on the back of the lottery
ticket. Said temporary affixation may be used for the
distribution of the lottery tickets, for example by
affixing them in a magazine which is bought by the
10 public. Since the adhesive can be used several times, the
ticket can be affixed in a visible manner in several
places so as to keep the ticket, either until the draw of
the lottery takes place, or until there is an opportunity
to hand in the ticket in order to receive a prize that
15 has been won.

A rebondable adhesive of this kind may also be used for
assembling packages of lottery tickets, whether or not in
the sequence of the unique code, wherein a package of
20 tickets forms a booklet, which can be carried along, for
example for door-to-door sale of the tickets.

CLAIMS

1. An information carrier provided with a distinguishing mark (4) by means of which it distinguishes itself from other similar information carriers, characterized in that said information carrier (1) is provided with a rebondable adhesive (2) so as to enable repeated detachable affixation of the information carrier to different objects.
2. An information carrier according to claim 1, characterized in that said information carrier (1) is a lottery ticket.
3. An information carrier according to any one of the preceding claims, characterized in that said information carrier (1) is provided with a mark (4) in the form of a unique code, for example a combination of figures, letters and/or other signs.
4. An information carrier according to any one of the preceding claims, characterized in that said mark (4) is invisible.
5. An information carrier according to claim 4, characterized in that said mark (4) is covered by a nontransparent, removable layer of material (5).
6. An information carrier according to claim 4, characterized in that said mark (4) has been made by using a substance which is invisible at room temperature and which can be made visible by means of a temperature change, or by using an invisible substance which can be made visible by bringing it into contact with a particular other substance.
7. A method for distributing an information carrier, wherein said information carrier (1) is detachably

affixed to an object to be distributed, wherein the information carrier (1) is provided with a distinguishing mark (4), by means of which it distinguishes itself from other similar information carriers, and wherein the information carrier (1) is affixed to said object by means of a rebondable adhesive (2), wherein said adhesive allows repeated detachable affixation of the information carrier (1) to other objects.

10

8. A method according to claim 7, characterized in that said information carrier is detachably affixed to a brochure, a paper, a magazine or other publication, wherein the information carrier (1) is provided at a moment during the production of the publication at which said publications, or part thereof, are being moved one after the other in a row.

15

9. An object, in particular a brochure, a paper, a magazine or other publication, provided with an information carrier (1) comprising a distinguishing mark (4) by means of which it distinguishes itself from other similar information carriers, wherein the information carrier (1) is detachably affixed to said object or in said object by means of a rebondable adhesive (2).

20

25

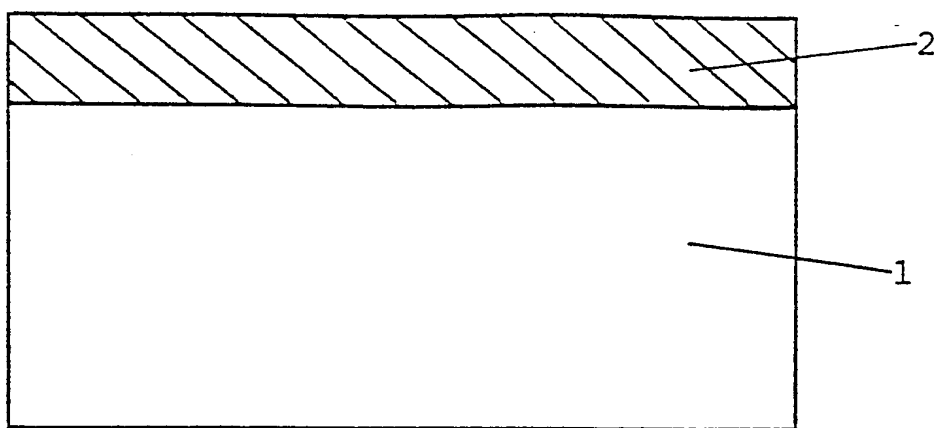


Fig. 1

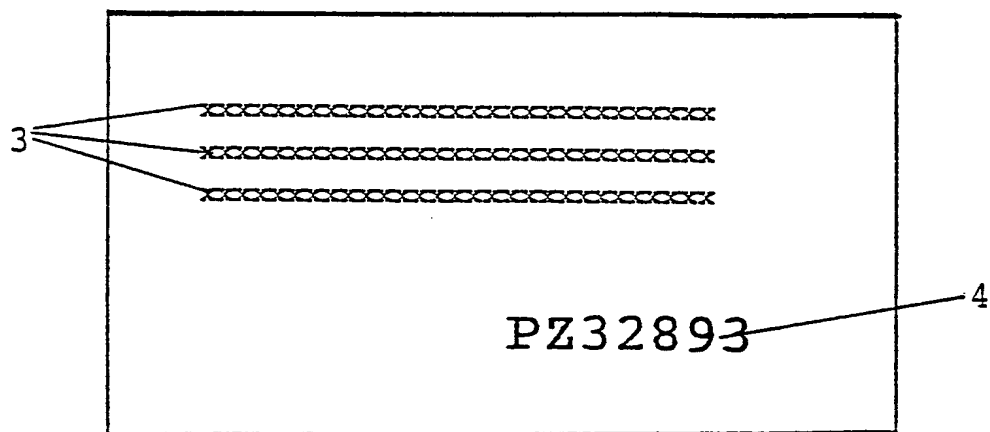


Fig. 2

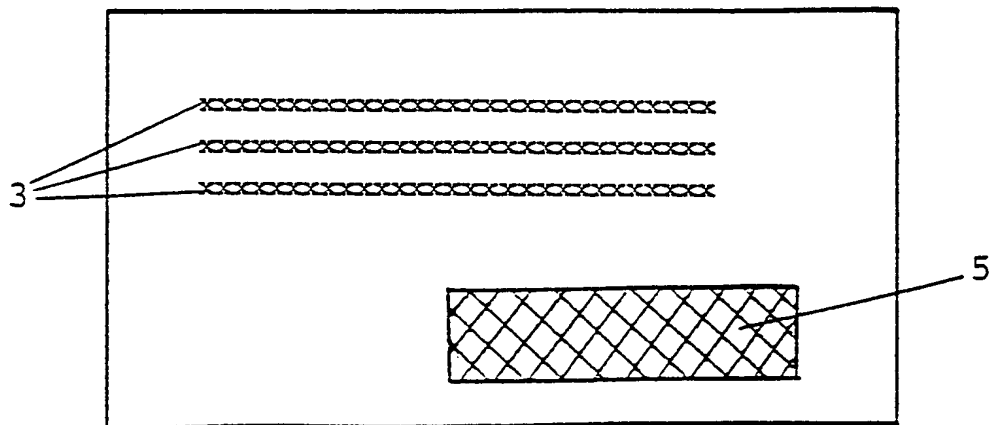


Fig. 3

INTERNATIONAL SEARCH REPORT

International Application No
PCT/NL 99/00252

A. CLASSIFICATION OF SUBJECT MATTER
IPC 6 G09F3/10

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
IPC 6 G09F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X Y	US 5 535 536 A (T. COMANN) 16 July 1996 see the whole document ---	1-3,7,9 4-6
Y	US 5 228 692 A (B. CARRICK) 20 July 1993 see abstract; figures ---	4,5
Y	GB 2 232 926 A (R. SUNMAN) 2 January 1991 see the whole document ---	6
X	US 5 271 643 A (W. HAFELE) 21 December 1993 see the whole document -----	1,3,7,9

☐ Further documents are listed in the continuation of box C.

☒ Patent family members are listed in annex.

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Date of the actual completion of the international search

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Information on patent family members

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 5535536 A	16-07-1996	US 5380045 A	10-01-1995
US 5228692 A	20-07-1993	CA 2076562 A MX 9204888 A	24-02-1993 01-08-1993
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